

CLAIM AMENDMENTS

Claim Amendment Summary

Claims pending

- Before this Amendment: Claims 1-29.
- After this Amendment: Claims 1, 3-5, 7-10, 12-16, 18-19, 21-28

Non-Elected, Canceled, or Withdrawn claims: 2, 6, 11, 17, 20, 29

Amended claims: 1, 7-8, 12-16, 18-19, 21-25

New claims: None

Claims:

1. (Currently Amended) A method implemented by a set top box comprising:

receiving a request to display a program guide, wherein the request is received by the set top box ~~a client device~~;

identifying program schedule information, the program information provided by a program schedule information provider;

~~the client device~~ generating a scrolling custom program guide, the custom program guide being a subset of the program information, the subset of the program information being selected in view of preferences collected from a user of the set top box, the custom program guide including:

program schedule information,

additional information selected for delivery to a user of the set top box, wherein the additional information is selected for the individual-user based upon individual-user-data collected by the set top box about the individual-user, wherein individual-user-data is at least one of a plurality of data types, the plurality of data types comprising:

viewer preferences,

previously viewed programs,

viewing history,

system parameters;

communicating the ~~scrolling~~ generated custom program guide to the connected a display device, the custom program guide being available only on the display device connected to the set top box and;

pausing the custom program guide in response to the user input.

2. (Canceled)

3. (Original) A method as recited in claim 1 wherein receiving a request to display a program guide is generated in response to activation of a guide button associated with the client device.

4. (Original) A method as recited in claim 1 wherein receiving a request to display a program guide is generated in response to tuning the client device to a channel associated with the program guide.

5. (Original) A method as recited in claim 1 wherein receiving a request to display a program guide is generated in response to tuning the client device to a virtual channel.

6. (Canceled)

7. (Currently Amended) A method as recited in claim 1 6 wherein the additional information is an advertisement.

8. (Currently Amended) A method as recited in claim 1 6 wherein the additional information is a video-on-demand promotion.

9. (Original) A method as recited in claim 1 wherein the program guide includes:

program schedule information; and

background information received via a broadcast signal.

10. (Original) A method as recited in claim 1 further comprising receiving a configuration file that defines operating parameters for the client device.

11. (Canceled)

12. (Currently Amended) One or more tangible computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 1.

13. (Currently Amended) A method implemented by a television entertainment system set-top-box comprising:

receiving a request to display a program guide from a set-top-box user;

identifying program schedule information received from a program schedule information provider;

generating a custom program guide, wherein the program guide displays program schedule information in a scrolling format manner;

detecting a user input, wherein the user input is a request to change the format of the program guide; and

~~if the user input is related to the program guide, changing operation of the~~
custom program guide to display program schedule information in an interactive format manner.

14. (Currently Amended) A method as recited in claim 13 further comprising changing operation of the program guide to display program information in a scrolling format manner after a predetermined time period without user input.

15. (Currently Amended) A method as recited in claim 13 wherein a portion of the program guide includes an advertisement associated with a viewer of the program guide, wherein an advertisement associated with a viewer is selected from a plurality of advertisements, the selection based upon set-top-box-user data collected by the set-top-box, the data being at least one of plurality of data types, the plurality of data types comprising:

viewer preferences,

previously viewed programs,

viewing history,

system parameters.

16. (Currently Amended) A method as recited in claim 13 wherein a portion of the program guide includes a video preview associated with a viewer of the program guide wherein a video preview associated with a viewer is selected from a plurality of video previews, the selection based upon set-top-

box-user data collected by the set-top-box, the data being at least one of plurality of data types, the plurality of data types comprising:

viewer preferences,

previously viewed programs,

viewing history,

system parameters.

17. (Canceled)

18. (Currently Amended) A method as recited in claim 13 wherein a first portion of the program guide is customized and generated by the set-top-box a set top box and using program schedule information from a program schedule information provider while a second portion of the program guide is received via a broadcast signal and displayed uncustomized.

19. (Currently Amended) A method as recited in claim 13 wherein the custom program guide includes:

selected portions of a program schedule information generated by a set top box using program information provided by a program information provider;
and

selected additional information received via a broadcast signal;

wherein selecting portions of the custom program schedule and the additional information by the set-top-box is based upon set-top-box-user data collected by the set-top-box, the data being at least one of a plurality of data types, the plurality of data types comprising: viewer preferences, previously viewed programs, viewing history, system parameters.

20. (Canceled)

21. (Currently Amended) One or more tangible computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 13.

22. (Currently Amended) One or more tangible computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to:

identify program schedule information received from a program schedule information provider;

identify information regarding a viewer, the information regarding a viewer being at least one of plurality of information types, the plurality of information types comprising:

viewer preferences,

previously viewed programs,

viewing history,

system parameters;

~~select promotional content of interest to the viewer based on the information regarding the viewer; and~~

generate a custom scrolling program guide, wherein the scrolling program guide includes a first portion containing program schedule information and a second portion containing selected promotional content wherein the selected promotional content is selected from a plurality of promotional contents, the selection based upon the information regarding the viewer.

~~of interest to the viewer.~~

23. (Currently Amended) One or more tangible computer-readable media as recited in claim 22 wherein the one or more processors further pause scrolling of the program guide in response to viewer input.

24. (Currently Amended) One or more tangible computer-readable media as recited in claim 22 wherein the one or more processors further change an operating mode of the custom program guide from a scrolling mode to an interactive mode in response to viewer input.

25. (Currently Amended) An apparatus comprising:

a memory device;

a processor coupled to the memory device, wherein the processor is configured to receive program schedule information from a program schedule information provider and to generate a custom scrolling program guide containing the program schedule information, and wherein the processor is further configured to communicate the custom scrolling program guide only to a connected display device, wherein the apparatus is a set top box.

26. (Original) An apparatus as recited in claim 25 wherein the program schedule information is stored in the memory device.

27. (Original) An apparatus as recited in claim 25 wherein the program guide further contains additional information received via a broadcast channel.

28. (Original) An apparatus as recited in claim 25 wherein the processor is further configured to generate an interactive program guide containing the program schedule information in response to a user input.

29. (Canceled)